



Dr. Toy Honors Inspiration 9 and Kidspiration 3 as “Best of the Best” for 2010

Noted Child Development Expert Selects Inspiration Software's Visual Learning Tools As Innovative, Fun Learning Products for Children

PORTLAND, Ore. – Oct. 26, 2010

Inspiration® and Kidspiration® from [Inspiration® Software, Inc.](#), both recently earned honors from Steveanne Auerbach, Ph.D., (a.k.a. Dr. Toy), one of the nation's leading child development experts. [Inspiration 9](#) was selected for Dr. Toy's Best Picks for Children's Products 2010, and [Kidspiration 3](#) was named to both the 10 Best High Tech Products for 2010 list and 100 Best Children's Products for 2010 list. This is the second time this year that Dr. Toy has honored the company's two visual learning software tools. In July, they were named as the Best Children's Vacation Products for Summer 2010.

Dr. Toy uses extensive criteria developed over many years to identify products that help parents and other consumers choose the best learning tools and toys for children. They are evaluated for safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, value for the price and, naturally, fun.

"We launched Dr. Toy's Guide more than 20 years ago to provide consumers with resources to identify and choose the most appropriate, safe and engaging learning and developmental products for children," said Dr. Toy. "Inspiration's and Kidspiration's numerous appearances on our lists illustrate that they are among the best-of-the-best in innovative, developmentally appropriate products for children."

Mona Westhaver, president and co-founder, Inspiration Software, said, "It is an honor to have Dr. Toy once again select both Inspiration and Kidspiration for inclusion on these important lists of the year's best products for children. In particular, her recognition of our visual learning software reinforces our belief that learning can be a fun and engaging process for children."

Kidspiration 3, the [visual learning software for students in kindergarten through grade 5](#), supports young learners as they strengthen reading and writing skills, build conceptual understanding in math, and develop thinking skills across the curriculum. Kidspiration 3 has earned more than 20 awards from the education, technology and parenting communities since its debut in January 2008.

Inspiration 9, the [ultimate thinking and learning tool to comprehend, create, communicate and achieve more](#), has earned 11 awards since its launch in January 2010. New capabilities in Inspiration 9, such as support for creating presentations and additional visual learning

methodologies, provide an essential framework for thinking and help students develop 21st century skills.

About Inspiration Software, Inc.

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning software tools, Inspiration, Kidspiration and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning software tools are used today by more than 25 million students and teachers worldwide.